

Product Assessment

Objectives

Demonstrate understanding of product development that satisfies the needs of target markets. Analyze the product elements demonstrated in the samples below. Create in a Google Presentation and provide responses that will show me you have grasped the concepts that we have been discussing in class.

Products

- 1.) [Mixer](#) - [Packaging](#)
- 2.) [Vacuum Cleaner](#) - [Packaging](#)

1.) Analyze the 2 different products and identify each of their elements.

- 1.) **Basic Product**
- 2.) **Brand Name**
- 3.) **Features/Benefits**
- 4.) **Options**
- 5.) **Packaging** - describe the function of the packaging including the following elements and be very descriptive in your responses:
 - Protection -**
 - Promotion -**
 - Function -**
 - Display/Security -**
 - Materials Used -**
- 6.) **Guarantees**
- 7.) **Services**
- 8.) **Uses**

2.) For the products how is the brand communicated? What is displayed and identify where the Trademarks are present for the items. **(Logo, Name, Symbol, Tag Lines etc....)?**

3.) Identify **the Product Mix/Assortment for the two manufacturers of the product.**

Identify the following for the items being analyzed:

Product Lines
Product Width
Product Depth
Product Length

Explain for each product, why the business has developed the product mix that exists.